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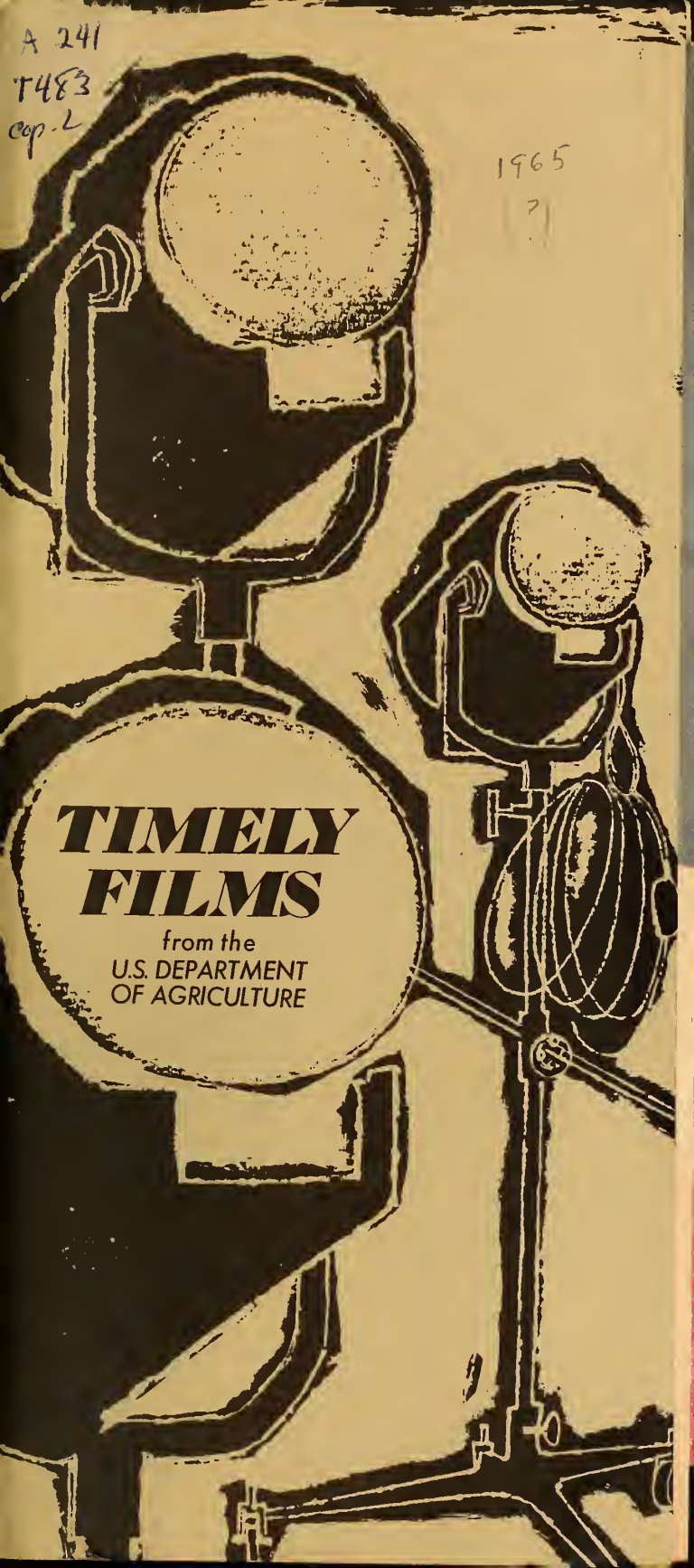
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TIMELY FILMS

from the
U.S. DEPARTMENT
OF AGRICULTURE

300 16 M





Plant for the Future

An 11 minute
16 mm color film
produced by the
U. S. Department
of Agriculture

From Morrisons Cove, deep in the heart of scenic Pennsylvania, comes the inspiring story of people doing things for themselves.

Through the eyes of the Editor of the Morrisons Cove Herald, **PLANT FOR THE FUTURE** tells how a group of growers formed a home industry designed to grade and pack fresh apples for today's demanding markets.

These growers formed the Cove Apple Packers Cooperative by digging into their jeans and with loans from local people,

area banks and state agencies. Then, with help from the Rural Areas Development program of the Department of Agriculture, they borrowed the balance needed from the Area Redevelopment Administration of the Department of Commerce. This local-State-Federal partnership brought multiple benefits to the Cove for all--growers, businessmen, job hunters.

In this documentary film you will meet the people of Morrisons Cove, hear their story, and learn why they PLANT FOR THE FUTURE.

Plant for the Future



HOW TO PURCHASE THE FILM:

Prints of PLANT FOR THE FUTURE may be purchased from the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250. Eleven minutes, color, 16 mm., \$49.

TELEVISION USE:

Full exhibition and non-commercial television right for PLANT FOR THE FUTURE have been secured. Inquire of the Motion Picture Service.



United States Department of Agriculture
Washington, D. C. 20250

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Official Business



We've heard a lot about the horrors of nuclear war. Some of what we hear is true; some is frightening--and some is unrealistic. It is not that we are unconcerned about nuclear war ... rather, that we understand too little . . . and fear too much.

If the United States is ever involved in nuclear war, its ultimate victory



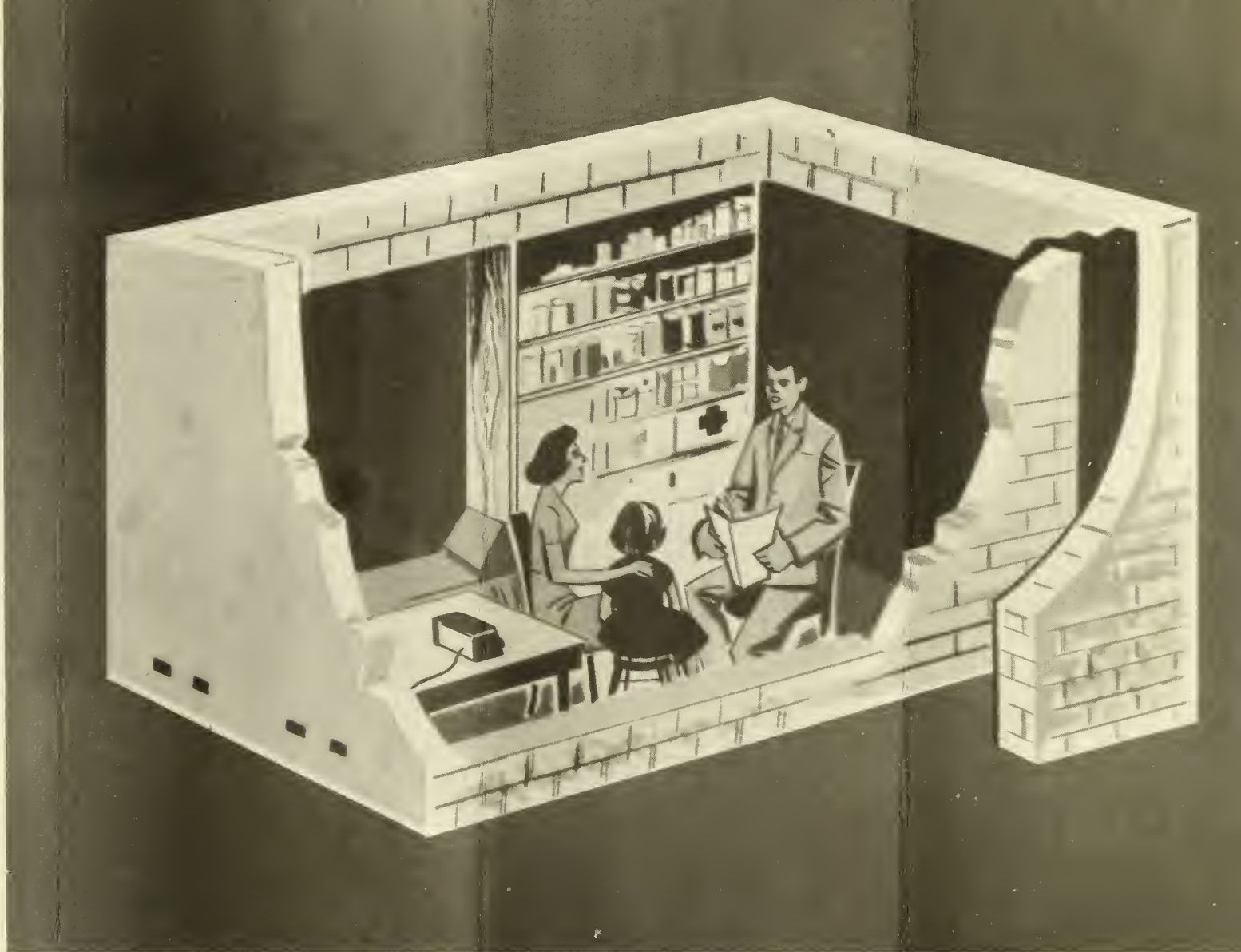
will depend heavily upon the farmer's ability to survive -- to sustain himself and to provide food for the populous to sustain itself. Since the greatest single threat to survival from nuclear war is not blast or heat, but radioactive fallout -- it stands to reason that protection is the only tool for survival.



Now comes a film, produced in a straight documentary style, to acquaint rural audiences on how to protect themselves against radiation simply and inexpensively: How to find the best location for a shelter... How to construct that shelter using materials usually found on the farm... How to protect livestock... And where to secure further information if needed.

Every farm has different problems and somewhat different solutions, but every farm and every family can protect themselves from radioactive fallout. Learn how to find your safest place so when your country needs you - - you will be ready!

OFFICE OF INFORMATION
U.S. DEPARTMENT OF AGRICULTURE



THE SAFEST PLACE

THE SAFEST PLACE • A 13½ Minute 16 MM. Color Film



18½ minutes
color-16mm



Produced by the
U.S. Department
of Agriculture

**A MARK OF
WHOLESOME
MEAT**

HOW does the housewife know that the meat or meat product she selects is clean? . . . safe? . . . truthfully labeled?

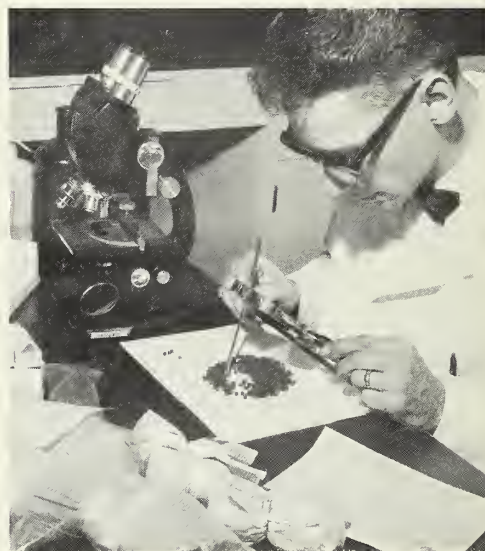
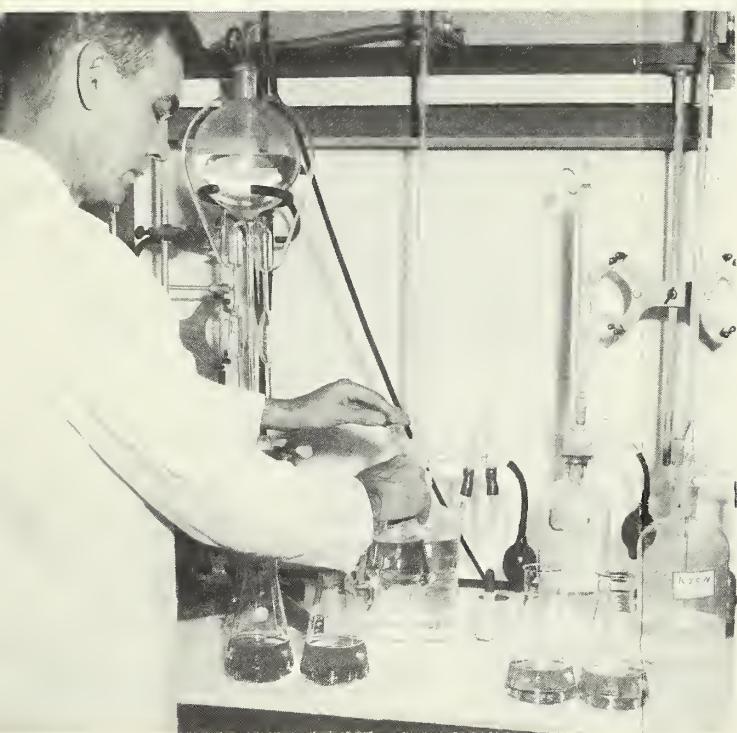


HOW? By the mark of wholesomeness—the familiar round meat inspection stamp—applied to canned and packaged meat as well as carcasses. Through this Federal stamp of approval, the consumer is assured that the meat she buys is safe and truthfully labeled. But exactly what is the story behind that stamp?

**U.S.
INSPECTED
AND PASSED BY
DEPARTMENT OF
AGRICULTURE
EST. 38**

A MARK OF WHOLESOME MEAT is documented proof of the effective work of the Agricultural Research Service, U.S. Department of Agriculture—bringing to the American people another consumer service from their government.

Now, through film- learn what it takes for meat to earn the right to display the USDA mark of wholesomeness: from the Federally inspected slaughtering plants where more than 80 percent of the Nation's meat is inspected and marked by Department of Agriculture inspectors, to the Meat Inspection laboratories where meat product ingredients and all kinds of materials used in the plant, are tested and analyzed by chemists, microbiologists, and histopathologists, and finally to tables where each American eats about 170 pounds of red meat every year.



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DEPARTMENT OF
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EST. 38

A MARK OF WHOLESOME MEAT is documented proof of the effective work of the Agricultural Research Service, U.S. Department of Agriculture-bringing to the American people another consumer service from their government.

HOW TO ORDER THE FILM

TELEVISION SHOWINGS

Full exhibition and non-commercial television rights for A MARK OF WHOLE-SOME MEAT have been secured. Prints may be borrowed for television showings from the Motion Picture Service, Office of Information, U.S. Department of Agriculture, Washington, D. C. 20250

TO BORROW THE FILM

For public showings other than television, prints of the film are available on loan from Cooperating Film Libraries in each state. Send your requests to the film library nearest you.





TURNING POINT



TURNING POINT



Two blades of grass ...

(52)

GRAND

Farm problems ...

Master or slave ...

Old man Quincy tried ...

And son and daughter-in-law ...

Faced a decision ...



They turned to FHA . . .



Planned improvements . . .



Put them into effect . . .



Bringing prosperity . . .



And better times ahead . . .



TURNING POINT

A Dramatic Motion Picture • 16mm. Color • 24½ Minutes

What manner of man is this who takes the sigh of the wind . . . the warmth of the sun . . . the slanting silver of the falling rain and grows two blades of grass where but one grew before?

The farmer says little, but his hands, calloused and cracked, speak well of a man whose toil feeds and clothes a mighty nation and much of the world as well. He asks little in return for the miracles which are his daily work, but to remain on the land, to be close to the sacred elements which are his co-workers, to live the life he knows and cherishes.

He is both master and slave of the revolution that sweeps the agricultural world. But when troubled, when in need, where can he go?

Over the years millions of family farmers have turned to USDA's Farmers Home Administration for guidance and financial aid to help solve their problems.

Here is a story of man helping man—the Farmers Home Administration and a farm family named Quincy—a chapter in rural areas development.





FOR TELEVISION SHOWINGS

Full exhibition and non-commercial television rights for TURNING POINT have been secured. Color prints may be borrowed for television showings from:

Motion Picture Service
Office of Information
U. S. Department of Agriculture
Washington, D. C. (20250)

FOR OTHER SHOWINGS

Color prints of the film may be borrowed from :





300 16 MM FILMS AVAILABLE FROM USDA

This is another periodic film flier being sent to advise you of timely, informative films that can be shown on public service time.

The enclosed circulars describing four films are a small part of the 300 public service motion pictures available from the U.S. Department of Agriculture.

Make bookings early, as only a limited number of prints is available. PRINTS MUST BE RETURNED IMMEDIATELY AFTER YOUR SHOWING to meet other commitments.

To order these films, fill in reverse blank, indicating the date each is desired, with second and third choices, add your name and address and return to:



Motion Picture Service,
Office of Information
U. S. Department of Agriculture,
Washington D. C. 20250

ORDER BLANK

(1st choice)

(2nd choice)

(3rd choice)

- | | | | |
|--|-------|-------|-------|
| ☐ A Mark of Wholesome Meat (18½ min.) | _____ | _____ | _____ |
| ☐ Plant for the Future (10¾ min.) | _____ | _____ | _____ |
| ☐ The Safest Place (13½ min.) | _____ | _____ | _____ |
| ☐ Turning Point (24 min.) | _____ | _____ | _____ |

☐ Please send me a 3-5 minute short to accompany this film for a 30-minute program.

☐ ***Please send me the USDA FILM CATALOG***

If _____ is not available on the date requested, please schedule for first open date.

NAME _____ STATION _____ ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____